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Annual Conference & Bookfair
February 26–March 1, 2014

Exhibitor Prospectus

North America's
Best Literary
Bookfair

Washington State Convention Center
& Sheraton Seattle Hotel



Association of Writers
& Writing Programs

awpwriter.org
#AWP14

Why Choose AWP?

AWP makes exhibiting easy with:

- An online purchasing system that lets you select your own exhibit location;
- How-to tips in our online Bookfair Forum to help you navigate and leverage your participation;
- An active social media presence for exhibitors—search #AWP14 on Twitter or [Facebook](#);
- Free WiFi throughout the Washington State Convention Center exhibit halls;
- A high-energy exhibit layout with all booths and tables on a single floor; and
- Proximity to all that downtown Seattle has to offer, including hotels, shopping, restaurants, and the Pike Place Market.

About AWP

Founded in 1967, AWP provides support, advocacy, resources, and community to nearly 50,000 writers, 540 college and university creative writing programs, and over 125 writers' conferences and centers. More than 12,000 people, including 700 exhibiting organizations, attend the conference to network and shop at the bookfair, attend readings by their favorite authors, and enjoy panel discussions on contemporary literature and the art of writing.

Each year, AWP holds its annual conference and bookfair in a different region of the country. Future locations include Minneapolis (2015), Los Angeles (2016), and Washington, D.C. (2017).

"The AWP Bookfair has become indispensable for Tin House. Every year at AWP we sell more magazines, books, and subscriptions than any other book fair or festival in the country. The ten thousand plus attendees make up our core audience and many of our contributors are there as well. Over the course of the conference it is a genuine pleasure to interact face-to-face with so many of our supporters and contributors."

—*Rob Spillman*, Tin House Magazine

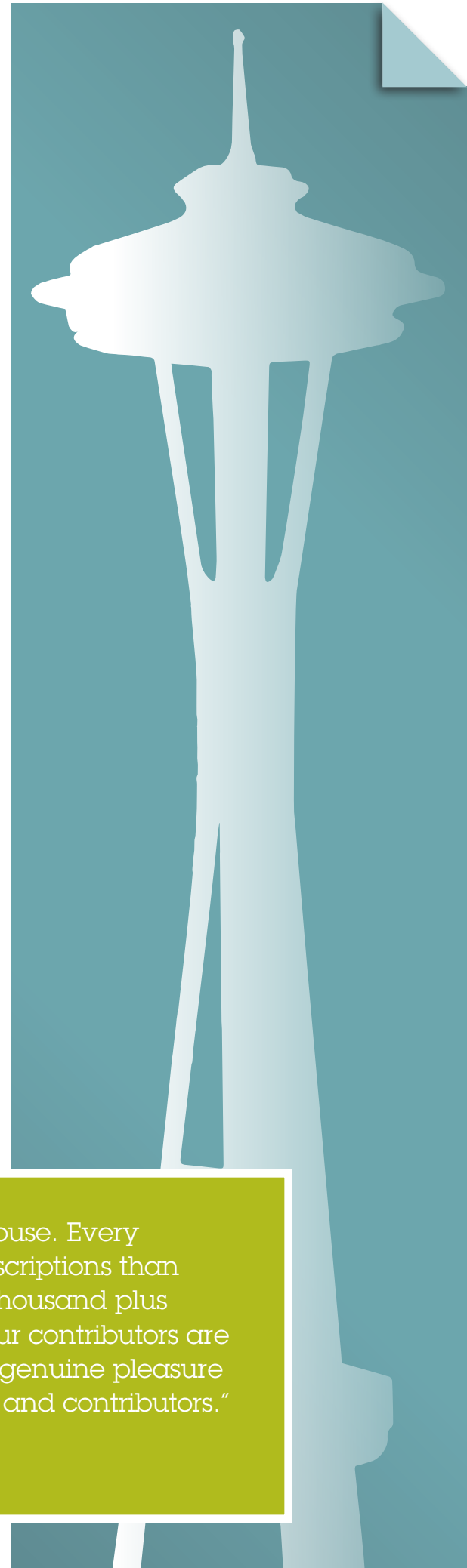


Exhibit Packages

Booth (10'x10')—\$875

- (2) 6'x30" tables with 8'-high backwall drape
- (2) Exhibitor access badges
- (1) Listing in the conference planner
- (1) Listing on AWP's website with link to your website
- (4) Author signings listed in the conference program
- Opportunity to purchase bookfair stage event sessions

Table (4'x7')—\$500

- (1) 6'x30" table with 3'-high back wall drape
- (2) Exhibitor access badges
- (1) Listing in conference planner
- (1) Listing on AWP's website with link to your website
- (4) Author signings listed in the conference program
- Opportunity to purchase bookfair stage event sessions

Author Signings

Promote your authors by hosting signings at your exhibit space. We'll list up to four signings online and in the conference program; additional listings, up to ten, are available for \$25 each.

Bookfair Stage Events

AWP offers a stage within the bookfair for exhibitors to present readings by their authors, faculty, alumni, or students. A stage, set in the middle of the exhibit hall bustle, provides your organization with great visibility and foot traffic, along with the high energy that only AWP's bookfair can offer. Each 75-minute session costs \$375 (before noon) or \$475 (after noon). There is a limit of two sessions per exhibitor.

Sponsorship Opportunities

Become a [conference sponsor](#) to create an even higher level of visibility for your organization. Many packages include free exhibit space. Contact sponsorship@awpwriter.org.

Advertising Opportunities

[Market your organization](#) to authors, readers, and tastemakers before the conference to increase your visibility. Follow up with them by arranging meetings at your exhibit during the conference. Contact advertising@awpwriter.org.

Questions? Ready to Exhibit?

Contact Cynthia Sherman, AWP's associate director of conferences and bookfair manager, at bookfair@awpwriter.org or 703-993-4189. Or simply read our bookfair FAQs.

Who Attends

- Authors
- Readers
- Teachers
- Arts Professionals
- Grantmakers
- Literary Tastemakers

Who Exhibits

- Independent & Trade Presses
- Online & Print Literary Journals
- Book Reviews & Writing Publications
- Creative Writing Programs
- Nonprofit Literary Organizations
- Writing Centers, Retreats, & Residencies
- Technology & Media Companies

Social Media

- [#AWP14](#)
- [Facebook](#)

"The AWP bookfair is the crossroads where more of the important exchange of literary intelligence takes place each year than at any other event. People meet each other, find out about new publications and publishers, connect with writers, set up collaborations, and generally have a wildly good time."

—Tree Swenson, Executive Director, Richard Hugo House